

To: 1200 - New York Region (SCULLYA)  
From: McHugh, Michael  
Posted: 4/30/98 9:27  
Opened: 4/30/98 14:32  
Subject: FWRD: Long Island Merchandising Show

Al:

Please put in read book.

Thanks:

Mike

===== <Forwarded Letter> =====

From: Moulton, G  
To: MCHUGHM  
Subject: Long Island Merchandising Show  
Posted: 04/24/98 12:15  
Priority: Normal Priority

Dear Managers:

We have made arrangements to have a "New World" Merchandising show at the Marriott Hotel (previously Radisson) in Islandia, New York, Exit 58 on the Long Island Expressway.

Your sales representatives are welcome to bring any customers who are interested in New World fixtures.

Attached is a flyer that reps can use to invite retailers.

Directions: Long Island Expressway to Exit 58. Go to traffic light and turn left over the Expressway. Make another left onto the service road. Turn into the parking lot. Suite C is on the second level.

Any questions please call me.

George Moulton

51851 5472

**"NEW WORLD MERCHANDISING"**  
**RJR Long Island Merchandising Show**  
**Marriott Hotel -- Islandia, New York**  
**(previously Raddison Hotel)**

- ❖ R. J. Reynolds Tobacco Company will be exhibiting "New World" Merchandisers at the Marriott Islandia Hotel ~ Suite C (previously Radisson) Exit 58 on the Long Island Expressway. All customers interested in viewing and discussing merchandising options for the future are cordially invited to attend. The exhibit will be open
  - ◆ Monday May 18, 1998      11:00 A.M. - 8:00 P.M.
  - ◆ Tuesday May 19, 1998      9:00 A.M. - 3:00 P.M.
- ❖ RJR representatives will be available to discuss the following
  - Current status of pending legislation
  - How legislation will affect your business
  - Value of Industry Merchandising
  - New World Fixtures
    - ◆ Displays
    - ◆ Pack Fixtures
    - ◆ Carton Fixtures
- ❖ Please contact your local RJR representative and come visit our room.

*RJR Reynolds*  
Tobacco Company

51851 5473